



Full Time Position Events Manager

The Campaign for College Opportunity (the Campaign) is seeking a highly proactive, energetic, and experienced **Events Manager** to further the mission and work of the organization. Reporting to the Senior Vice President and in close coordination with the Public Affairs team, the Events Manager will lead the full production – from concept to evaluation – of all virtual and in-person events for the Campaign.

The Organization

The Campaign for College Opportunity is a nonprofit 501(c)(3) broad-based, bipartisan coalition, including business, education and civil rights leaders, that is dedicated to ensuring all Californians have an equal opportunity to attend and succeed in college in order to build a vibrant workforce, economy, and democracy. Our mission is focused on substantially increasing the number of students attending two- and four-year colleges in the state and who complete their college education with a focus on closing racial equity gaps. Every day, the Campaign fights to make public policy changes that will help more California students enter and complete college. The Campaign maintains offices in Los Angeles and Sacramento.

The Position

Under the supervision of the Senior Vice President, the Events Manager leads and manages highly successful events for the organization, and generally supports the work of the Public Affairs team.

The Events Manager has a passion for the transformative power of higher education and a commitment to resolving the inequities in both college access and college completion that persist across race/ethnicity, income, and region in California. The position calls for a highly organized, process-oriented individual who can strategically leverage events to achieve the Campaign's mission.

The Events Manager has strong communication skills, including written, design, and oral communication. The position requires the exercising of significant leadership and initiative when carrying out responsibilities. The Events manager has excellent judgment and strong decision-making skills.

The position is based in Los Angeles and will be primarily remote, although office space will be provided in Los Angeles and collaborative in-person meetings are part of the role. The position requires flexibility and will involve travel to manage events throughout California, primarily in Los Angeles and the Inland Empire.

Key Responsibilities

- Lead the strategy, development and execution of the Campaign's events, including but not limited to: our annual signature event, events honoring colleges and universities, research briefings, stakeholder roundtables, webinars, celebratory receptions, lunch break zoom conversations, fundraisers, and other convenings.

Events Management responsibilities include:

- Clearly articulating the purpose, outcomes, and process for each event;
 - Developing themes/brands for events that convey the purpose of the event and generate excitement and interest;
 - Identifying and implementing new technologies, activities, or features to make events dynamic, engaging, and impactful;
 - Organizing a workplan for each event that includes timelines, staff roles, deliverables, costs, and staff meetings to review progress;
 - Ensuring a robust group of stakeholders are invited to the event and are confirmed to attend;
 - Leading the development of a dynamic agenda that showcases the Campaign, our featured speakers, engages the audience, and accomplishes our purpose and outcomes;
 - Managing all vendors and contracts for events and ensuring strict adherence to the budget;
 - Managing the design of all event collateral with a graphic designer;
 - Preparing all speakers for their roles and ensuring their timely participation;
 - Working across teams to ensure communications, policy, and fundraising considerations are included in the event deliverables;
 - Overseeing the day of event management that includes assigning staff to key responsibilities, anticipating and troubleshooting any technological issues, and creating contingency plans for speaker drop-off or other unforeseen issues.
 - Leading post-event debrief and analysis that contributes to an environment of continuous improvement.
- Support statewide and regional outreach efforts in support of policy efforts, which includes:
 - Identifying and creating opportunities to utilize in-person or virtual events to advance a policy agenda;

- Support the outreach team in planning and organizing statewide or regional events, including the regular meetings of the Higher Education Engagement Hubs in Los Angeles and the Inland Empire;
 - Develop introductory communications to newly elected/appointed/hired individuals to key governing boards or other stakeholder organizations.
- Support the release of Campaign research publications by:
 - Generating event ideas for a robust release of the Campaign’s research publications that engages partners, policymakers, college leaders, and students;
 - Provide general event management for publication release events, including curating attendee lists, developing an agenda, preparing speakers, identifying, and managing technology (if applicable), managing all logistics, including location and food (if applicable), and preparing staff for their roles.
 - Sending mailings of key research publications to carefully curated lists of stakeholders with opportunities to engage and learn more about the Campaign and our policy agenda.
 - Establish and maintain professional relationships with vendors, partner organizations, elected official offices, our Board of Directors, and others related to events.
 - Support the Public Affairs team with other outreach or communications efforts, if needed.

Qualifications

- A Bachelor's degree in public relations, communications, hospitality, or related field;
- A minimum of three years in an event management position with preference given to candidates producing events for non-profit organizations.
- Excellent project management skills and ability to manage multiple projects in a fast-moving, team-oriented environment.
- Superb organizational, interpersonal, and administrative skills. Selected candidate will be known for impeccable attention to detail.
- Excellent written communication skills.
- Digital fluency skills and demonstrated experience utilizing social media platforms and digital tools to produce highly effective events.
- Experience providing guidance for the graphic design of event collateral.
- Excellent oral communication skills and a demonstrated ability to effectively interact with people of diverse socioeconomic, cultural, disability, and racial/ethnic backgrounds
- Service-oriented style with professional presentation skills.
- High energy attitude that thrives in a fast-paced team environment.
- Entrepreneurial thinker that is always looking for new and exciting ways to engage audiences via in-person and virtual events.

- Proficiency in Microsoft Office, contact database management systems, and email marketing platforms.

Compensation

Annual salary will be commensurate with experience and qualifications in the range of \$62,000 to \$72,000 for this position. Compensation includes annual salary plus benefits, consisting of 100% medical, dental, and vision insurance premium coverage for you and your dependents, a generous match of up to 5% for your retirement contributions, three weeks paid vacation, and annual professional development opportunities as approved by your supervisor. The full compensation opportunity for this role is \$62,000 to \$75,000 per year based on performance.

Selection Process

The Campaign for College Opportunity will accept applications for the position beginning Thursday, July 14, 2022. Interested parties should forward a cover letter and resume indicating “Event Manager” in the subject line by email to: recruitment@collegecampaign.org

All candidates selected for an interview will be required to submit original writing and work samples and provide three professional references.

The Campaign for College Opportunity is an equal opportunity employer and encourages applications from qualified persons of every background. All applicants should visit our website to learn more about the Campaign at www.collegecampaign.org before submitting a cover letter and resume.

No phone calls please.